



Drive Great Decisions:
**Govern Data You
Can Stand Behind**





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Informatica

Forward-looking statements



This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, anticipated growth and industry prospects, and our strategies, expectations, or plans regarding product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties, and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, results or outcomes could differ materially from those expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: our ability to meet the expectations of our customers; uncertainties regarding AI technologies and their integration into our product offerings; the effect of evolving domestic and foreign government regulations; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including related to AI and Agentforce; our ability to execute our business plans; our ability to meet our long-term revenue targets and profitable growth framework; the pace of change and innovation and our ability to compete in the markets in which we participate; our ability to maintain and enhance our brands; and expectations regarding contributions from acquired companies.

Your business runs on decisions



Trapped Data, Rising Demands



Enterprises are sitting on a goldmine they can't access.
Data is everywhere — but fragmented and hard to trust.

Where data lives today:

Legacy on-prem databases and file systems

Enterprise apps:



Hyperscalers:



Salesforce Clouds:



Third-party sources:



Lack of unified data

Lack of real time context

Untrusted data

Trapped Data, Rising Demands



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Salesforce Clouds:



Third-party sources:

dun & bradstreet



zoominfo

What that data must now power:



Reporting & Analytics



Application Activation



AI Models & Predictions



Business User Self-Service



Autonomous Agents





Is your data foundation ready?

Can you get the **right data** to the **right person** at the **right time** with the **quality** to support the **right AI** you can trust?



Knowledge without context is just noise

salesforce





**Great decisions
need data that
your organisation
will trust**

Holding a **bad** hand?



Holding a bad hand?

salesforce

Conflicts

The same metric means different things across teams, who argue over whose number is right.



Holding a bad hand?

salesforce

Mistakes

Incomplete records, duplicates, and sensitive data, drive wrong answers — without total confidence.



Holding a bad hand?

salesforce

Dead Ends

A decision or number can't be explained — no one can say where it came from or whether it's still valid.



Holding a bad hand?

salesforce



Bottlenecks

Finding trustworthy, AI-ready data takes days of manual digging, and people which defaults to fast but risky, ungoverned data.

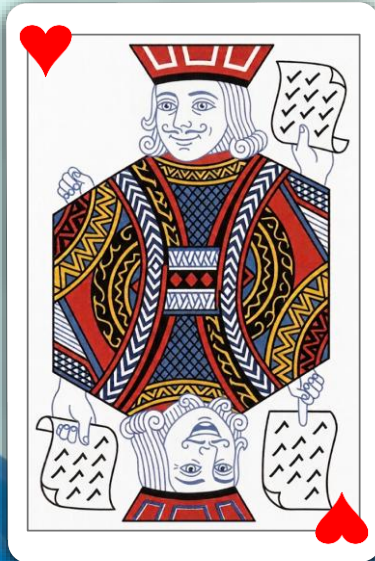
Don't fold. Swap.

salesforce

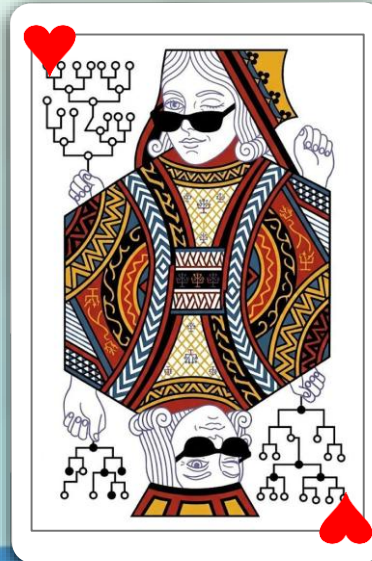
Aligned



Accurate



Traceable



Headless



Aligned



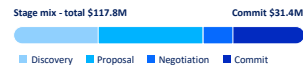
A managed business glossary where every term has one governed definition wired to real data.

Q2 revenue
\$42.3M ▲ 18% YOY
Apr-Jun 2026

Open pipeline by region



Snapshot from Data 360 - weighted by stage



Customer Revenue

Description

Customer Revenue is a key performance metric representing the total revenue recognized from all customer accounts within a given period.

Aliases

Customer Rev, Net Revenue



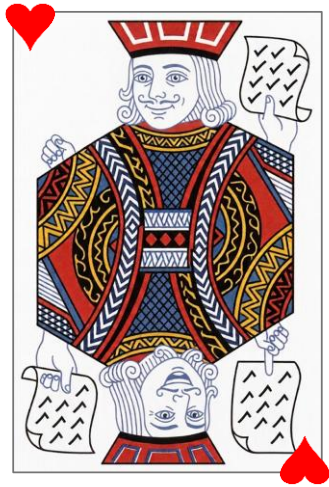
Data owner
J. Doe

Last updated
9/14/2026

Published

Critical Element

Accurate



Continuous, automated checks
for completeness, uniqueness,
and validity of your data.

\$ Customer_Spend_Q2

Rating: ★★★★★

98%

Consistency

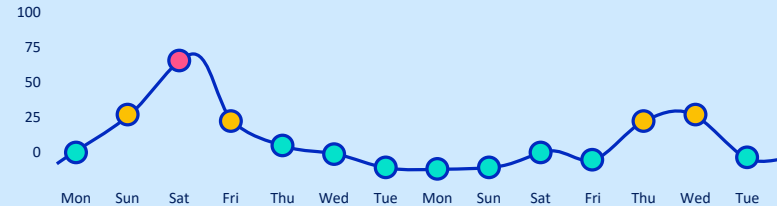
97%

Completeness

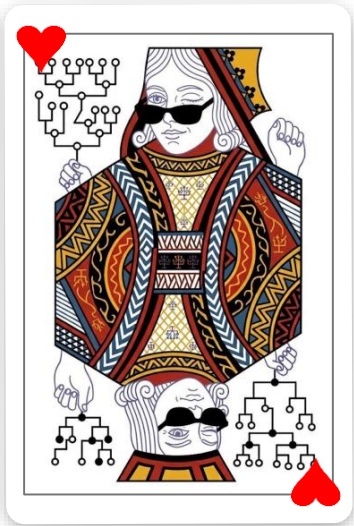
4%

Duplicates

Percentage of duplicates in customer domain



Traceable



A walkable record of where data came from and every change made along the way.



Headless



Direct, natural language access
to governed data for any person
or agent, no gatekeeper required.



J. Doe

Create a PPT report of Customer Spend trends for the last quarter.



Cheerful AI Harness



Connect to MCP SERVER informatica-data-governance



Check "Customer Revenue" business term in the enterprise glossary



Check data quality for 'Customer_Spend_Q2' table

Here you go, J.

FY27 Q2 Customer Spend Trends



Awesome, thanks!



The trusted foundation

salesforce

Accurate

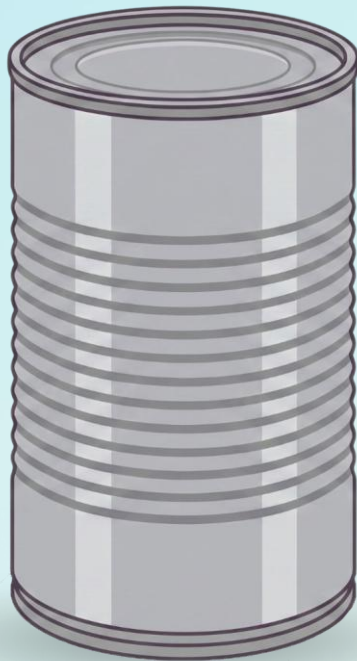
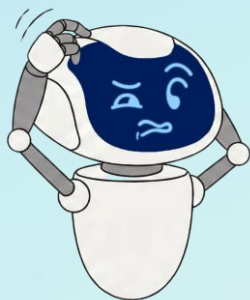
Traceable

Aligned

Headless



Meet the hero



Meet the hero



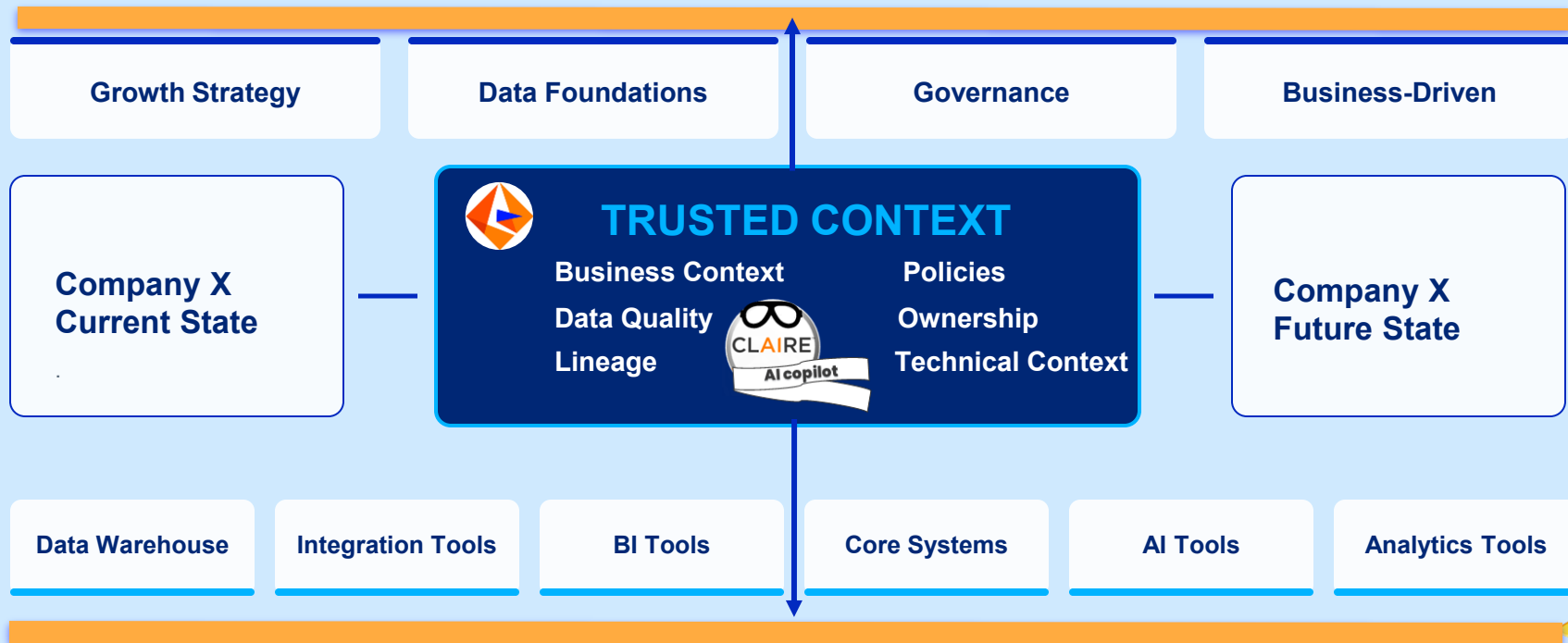
Metadata



Key to the AI & Data Strategy

Establishing a Trusted Context to transition from Current to Future state

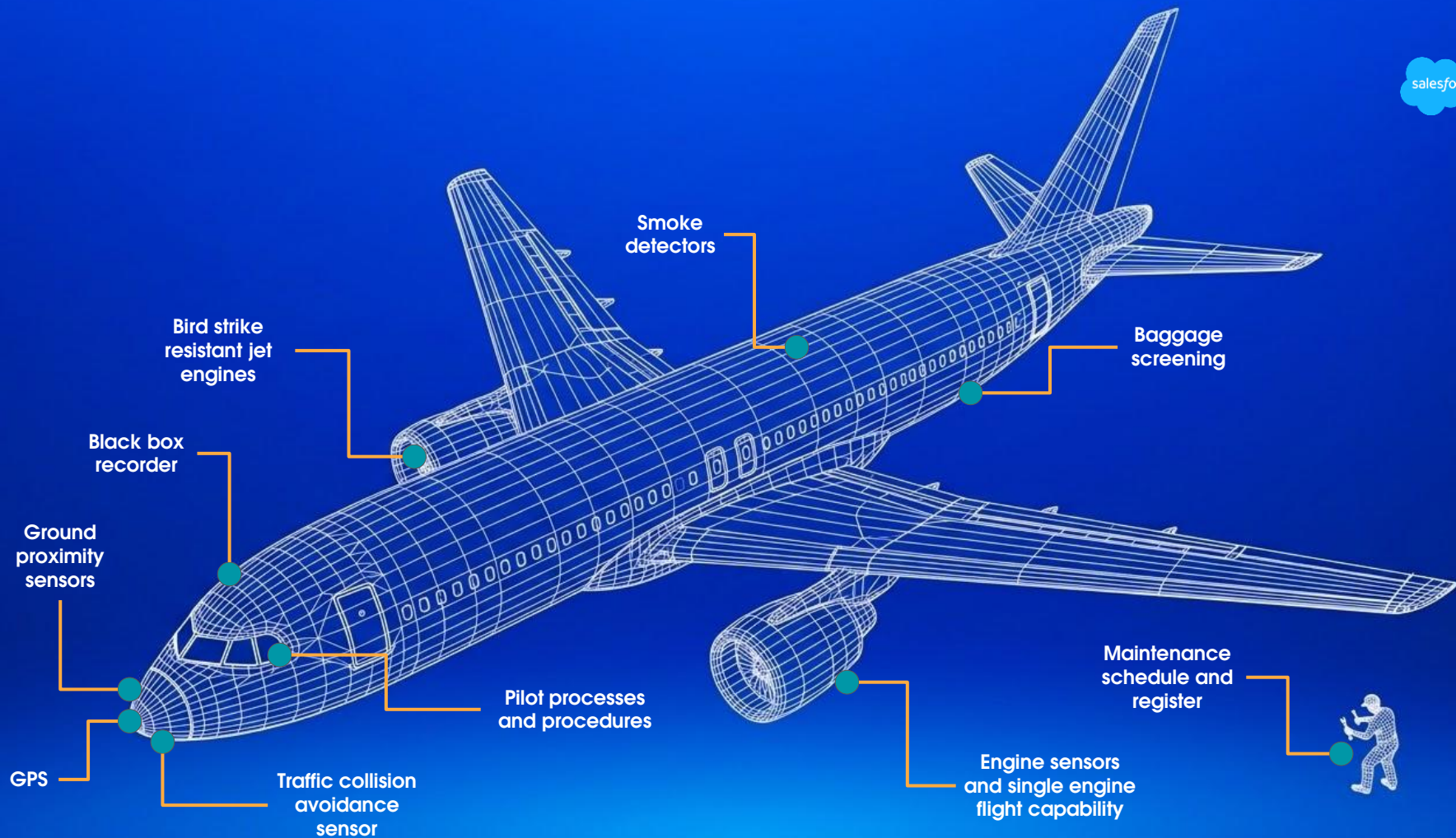
AI Strategy



Data Strategy







What do we mean by Context?

More specifically...
what is Trusted
Context



A data point **without** trusted context is just a number on a screen

A data point **with** trusted context is an evidence-based foundation

AI budget is leaking with skyrocketing token usage



Every agent needs context



Where are we going?

What's the speed limit?

Is anyone on the crosswalk?

Can anyone take the wheel?



CLAIRE® • Headless • Agentic Experiences

Data Engineering



Data Integration



Quality & Observability



Application Integration

AI & Data Governance



Catalog & Marketplace



Data Lineage



Access Management

Master Data Management



Customer



Product



Any Domain

Unified Metadata Foundation

Multi-Cloud & Hybrid • Metadata-Aware Connections • Global Scale & Compliance • Consumption Pricing • Community

Govern your way to AI-ready data



Machine-readable metadata

AI-ready data products

AI-assisted data stewardship



**Data governance
& catalog**

Understand and govern

Govern both data and AI
models to help ensure trust



**Data
marketplace**

Share and democratise

Package data assets and
AI models for consumption



**Data quality &
observability**

Cleanse and trust

Identify and resolve issues to
grow data pipelines



**Data access
management**

Protect and comply

Secure and share data
responsibly for proper use

Gartner consistently ranks Informatica a leader in every category



Figure 1: Magic Quadrant for Master Data Management Solutions



2026 Gartner® Magic Quadrant™ for Master Data Management Solutions

7x
A Leader

Figure 1: Magic Quadrant for Augmented Data Quality Solutions



2026 Gartner® Magic Quadrant™ for Augmented Data Quality Solutions

18x
A Leader

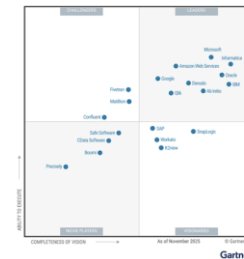
Figure 1: Magic Quadrant for Data and Analytics Governance Platforms



2026 Gartner® Magic Quadrant™ for Data and Analytics Governance Platforms

2x
A Leader

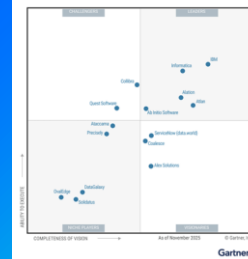
Figure 1: Magic Quadrant for Data Integration Tools



2025 Gartner® Magic Quadrant™ for Data Integration Tools

20x
A Leader

Figure 1: Magic Quadrant for Metadata Management Solutions



2025 Gartner® Magic Quadrant™ for Metadata Management Solutions

A Leader in inaugural report



Empowered to make defensible decisions based on trusted data



Trust

Validate

Discovery
Data Catalog
Data Lineage
Data Quality

Protect

Data Governance
Policies & Controls
Privacy Compliance

Unify

Master Data Management
Identity Resolution

Define what's true - and make it defensible.



“Can we rely on this data- and explain why?”

Chief Data Officer

Solutions that lead in Trust

Catalogue | Lineage | Discovery | Data quality | Traceability



Where data originated, how it was transformed, why a value was chosen when systems disagree

Governance, privacy, consent, access control, policy, or auditability



Govern across the enterprise



Govern inside Salesforce



Platform-level security & compliance

Resolve duplicates & establish identify



When the need is authoritative legal enterprise records such as accounts, product, and supplier data.



When the need is Salesforce-scoped unification and activation at large scale.

Building a AI foundation with Informatica



With data volumes growing 20% each year, we needed a **cloud-first, AI-driven infrastructure** that can be **optimized across the company**.

Barb Latuilliere, CDO

Life Sciences



My main focus was to think about how to drive a **unique and engaging data experience**.

Anand Vijai MR, Unit CIO

Financial Services



In today's business environment, people want things to be **accurate and almost on-demand**.

Andy Swire, Managing Director,
Data Services & Program Execution

Business Services



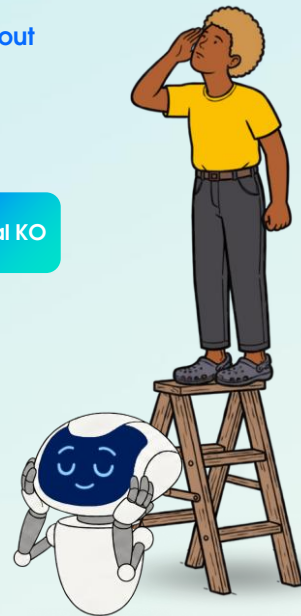
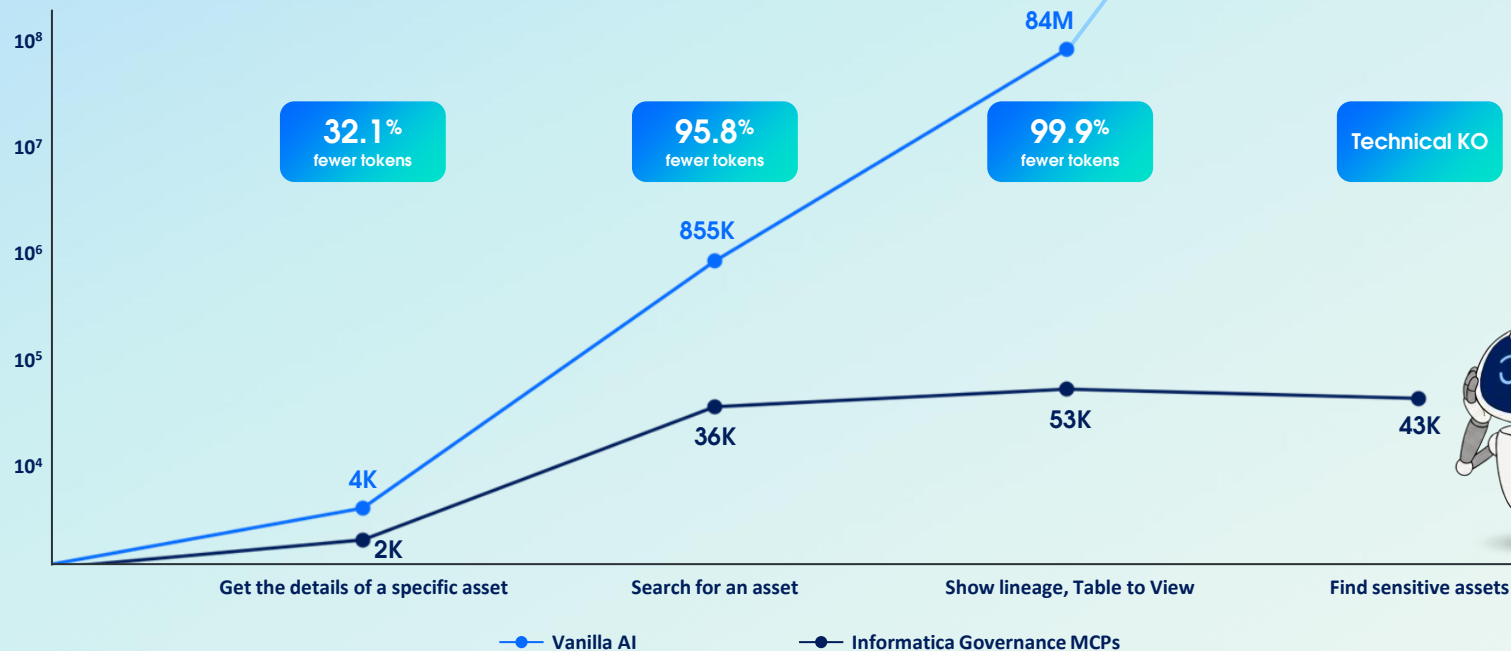
Tokenmaxxing or Token Savvy?

Benchmarking the benefits of governed metadata



MCKNIGHT
CONSULTING GROUP

salesforce



Governance achieves accuracy and reduced costs. **And we can prove it.**



**Complete
accuracy at
every data
volume**



**Reduced
token cost by
29.8x**



**Read the
Benchmark study**



MCKNIGHT
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**Build in governance
for fast, accurate,
defensible decisions.**

**Thank
you**

